

**SONOMA TOURISM IMPROVEMENT DISTRICT**  
**MINUTES OF SONOMA TID SPECIAL MEETING**  
**BOARD OF DIRECTORS**  
**January 14, 2021 9:00 AM**

**Call to Order/Introductions:**

**Norman Krug**

*Present: Norman Krug, Dan Parks, Kaala Stewart, Hunt Bailie, Wendy Peterson, Ruben Cambero, Dave Kiff*

*Note- Dave Kiff is the new interim City Manager, taking over since Cathy Capriola retired.*

**Public Comment:**

*Please see information about Public Comment below*

**Norman Krug**

*No public comment*

**Consent Items: Norman Krug**

**Information Items:**

1) *Financial update:*

**Dan Parks**

*Final transfer of this fiscal year went into SVVB marketing account.*

*November TOT receipts this year were \$29,000 vs about \$56,000 year prior (2019)*

*Recall November started out looking good but then we got a new stay at home order*

2) *Marketing update:*

**Tim Zahner**

- *The Stay at Home order came much faster than we had anticipated. We are focusing on outdoors and hiking and biking – did a collaborative video with Weekend Sherpa who has large exposure in SF and LA*
- *Now selling regional parks passes for Sonoma Valley Regional Parks*
- *Themes: visit in winter, food to go from restaurants, new video will come out showing why people should order direct from restaurants and not use GrubHub, etc*
- *Sacramento just moved out of lockdown and into purple tier, which wasn't based on actual ICU availability but a positive trend of it*
- *Plaza lights successful – good appearance on social media – lights come down on Jan 23. Doing a walk through with vendor for new ideas.*
- *We believe reopening of Sonoma County for leisure might be in mid-Feb – hard to tell. We (along with Chamber of Commerce) ask the County on a regular basis.*
- *SVVB South Visitor Center moving to Viansa Winery in February*

3) *City of Sonoma update:*

**City Manager or Mayor**

*Dave Kiff – Info from state (CalCat) on how they look at ICU capacity and hospitalizations.  
Working on getting Sonoma Valley as site for vaccinations.*

4) Other items: Norman Krug

**Action Items:**

- 1) Approval of Minutes: Norman Krug  
Review, discuss and approve minutes from December 10, 2020

*M: Ruben*

*S: Hunt*

*Motion passes unanimously, Kaala and Wendy abstain as they were not present.*

- 2) Consideration of items for future agendas: Norman Krug

**Board Member Comments:**

*Board members are allocated three (3) minutes each to comment.*

**Adjournment of Board Meeting**

Norman Krug

**SPECIAL PUBLIC COMMENT INSTRUCTIONS DURING COVID-19 PANDEMIC**

*Consistent with Executive Orders No.-25-20 and No. N-29-20 from the Executive Department of the State of California and the Sonoma County Health Official's March 17, 2020 Shelter in Place Order, the TID meeting will not be physically open to the public and TID Members will be teleconferencing into the meeting via an electronic meeting platform. The meeting will be live streamed on TID's YouTube Channel*

*([https://www.youtube.com/channel/UCFKrrMu1TDR\\_qdIOm7oaE7Q/](https://www.youtube.com/channel/UCFKrrMu1TDR_qdIOm7oaE7Q/)).*

*Public comment for TID meetings will only be accepted via email to [info@sonomatid.com](mailto:info@sonomatid.com). Public comment can be submitted at any time, however, in order to be read into the record during the meeting it must be submitted after the meeting is called to order and prior to the close of the Public Comment period the pertinent item. It will be read into the record with a maximum allowance of 2 minutes per individual comment, subject to the chair's discretion. Only one email per item can be submitted by each member of the public. Any comments received prior to the commencement of the meeting will be handled in the current manner and uploaded to the minutes for meeting. It will not be read during the meeting.*